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| 09/923,954 | 08/08/2001 | Shell S. Simpson | 10008230-1 | 2018 |
| 22879 7590 03/19/2008 HEWLETT PACKARD COMPANY P O BOX 272400, 3404 E. HARMONY ROAD INTELLECTUAL PROPERTY ADMINISTRATION FORT COLLINS, CO 80527-2400 | | | | |
| EXAMINER | | | | |
| BLACKWELL, JAMES H | | | | |
| ART UNIT | | PAPER NUMBER | | |
| 2176 | | | | |
| NOTIFICATION DATE | | DELIVERY MODE | | |
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary

Application No.

09/923,954

Applicant(s)

SIMPSON ET AL

Examiner

JAMES H. BLACKWELL

Art Unit

2176

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04 December 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-5, 8-12, 14 and 15 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-5, 8-12, 14 and 15 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 08 August 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-893)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date _____

DETAILED ACTION

1. This Office Action is in response to an amendment filed 09/04/2007.
2. The priority date is **08/08/2001**.
3. Claims 1-5, 8-12, 14, and 15 remain pending.
4. Claims 1, and 14-15 are independent claims.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-5, 8-12, and 14-15 remain rejected under 35 U.S.C. 103(a) as being unpatentable over LeMole et al. (U.S. Patent No. 6,009,410 filed 10/16/1997, issued 12/28/1999) in view of Timmer (U.S. Patent Application Publication No. 2002/0107895 filed 08/13/2001, published 08/08/2002).

In regard to independent Claim 1, LeMole discloses:

- *A method for creating a customized composition at an assembling web site (Col. 2, lines 28-46 → a server that automatically (i.e., for each time a user logs into the server via the web) produces composite advertising web pages based on user preferences), comprising the steps of:*
 - *providing a user interface configured to enable a user to input preference data (Col. 4, lines 36-58; Fig. 2 → discloses a web user interface for*

- specifying user preferences which are stored on the advertising server as a profile of the user);
- *automatically correlating the preference data to a plurality of different sources from which graphics related to the preference data are accessible* (Col. 4, line 47 through Col. 5, line 22 → discloses that a user provides preference information, and submits that information to the advertising server. The server then selects, based on the preference information (i.e., the profile), advertisers whose information correlates to the user's preferences, constructs an HTML-formatted page with hyperlinks to each advertiser's individual internet site). Note also that hyperlinks can be represented by graphics (see Col. 5, lines 2-3).
 - *for each of the plurality of different sources of graphics, automatically obtaining a reference to a graphic related to the preference data that is accessible from that source* (Fig. 1; Col. 4, line 47 through Col. 5, line 22 → an HTML-formatted page is constructed with hyperlinks (references) to aggregated content (banner ads, graphics, video, etc.) from different web sites that correlate to what the user specified in their profile). Note that the construction occurs whenever the user connects to the advertising web site (i.e., automatically).
 - *creating a custom composition that includes each obtained reference to a graphic* (Col. 4, line 47 through Col. 5, line 22 → a composition of hyperlinks is created and presented to the user).

LeMole fails to expressly disclose:

- o *creating a custom composition ... and information for positioning each referenced graphic on a sequence of pages generated by processing the composition.*

However, Timmer discloses *creating a custom composition ... and information for positioning each referenced graphic on a sequence of pages generated by processing the composition* (Pgs. 1-3, Paragraphs [0011], [0022] through [0026] → the invention allows a user to construct a personalized book (presumably multi-paged, see Pg.1 Paragraph [0011]) based on content that is supplied by the user directly, or via other means such as content tools (see Paragraph [0023]) or selected from any number of sources including the host, the host's plurality of content Partners, and third parties. In addition to content, the host also offers to the user the selection of structures (i.e., layout formatting) for their personalized book (see Paragraph [0022])). Thus, Timmer provides the means to generate a personalized book based on user and host provided content and layout/formatting.

It would have been obvious to one of ordinary skill in the art at the time of invention to combine the disclosures of LeMole and Timmer since both inventions are related to the problem of creating/generating agglomerated content from a number of sources based on user provided inputs. Adding the disclosure of Timmer provides a means for laying out LeMole's agglomerated content onto a number of pages to create a personalized book.

In regard to dependent Claim 2, LeMole discloses:

- *the obtaining step comprises*
 - *obtaining a reference to a graphic accessible from a different web site from the assembling web site* (Col. 4, line 66 through Col. 5, line 3 → on the aggregate html-formatted web page are provided hyperlinks to each advertiser's individual site on the internet).

In regard to dependent Claim 3, LeMole discloses:

- *at least one graphic is generated dynamically at the different web site, when the web site is accessed* (Col. 4, lines 47-58 → targeted advertisement tailored/personalized for the individual based on their preferences).

Since the advertisements are tailored/personalized for the individual user's preferences, it would have been obvious to one of ordinary skill in the art at the time of invention to have dynamically generated images, banners, video clips, etc. based on user preferences to provide the user with the most pertinent information.

In regard to dependent Claim 4, LeMole discloses:

- *each of a plurality of the different sources are on different web sites from said assembling web site* (Fig. 1 → various web sites other than the CAR server with advertising content including images, graphics, video, etc.).

In regard to dependent Claim 5, LeMole discloses:

- *the obtaining step comprises*
 - *accessing at least two different web sites and retrieving information therefrom (Fig. 1; Col. 4, line 47 through Col. 5, line 22 → an HTML-formatted page is constructed with hyperlinks (references) to aggregated content (banner ads, graphics, video, etc.) from different web sites that correlate to what the user specified in their profile).*

In regard to dependent Claim 8, LeMole fails to disclose:

- *the custom composition designates a referenced graphic a position that is different relative to that of another referenced graphic.*

However, Timmer discloses *the custom composition designates a referenced graphic a position that is different relative to that of another referenced graphic* (Pg. 2, Paragraph [0022] → discloses the use of structures which define how the various agglomerated content are displayed/laid out/formatted to create the personalized book).

It would have been obvious to one of ordinary skill in the art at the time of invention to combine the disclosures of LeMole and Timmer since both inventions are related to the problem of creating/generating agglomerated content from a number of sources based on user provided inputs. Adding the disclosure of Timmer provides a means for laying out LeMole's agglomerated content onto a number of pages to create a personalized book.

In regard to dependent Claim 9, LeMole discloses:

- *at least one of the sources is a file* (Col. 2, lines 28-33 → advertising content can include static images, streaming banners, 3-D images, animation, video and/or audio clips. It was typical of such content, especially when provided by an advertiser to consist of both dynamic and static content. The latter of which was typically physically stored on the server as a file).

In regard to dependent Claim 10, LeMole discloses:

- *serving the composition to an imaging client* (Col. 1, lines 57-67 → composite advertising is served to a user's web client (which is interpreted as a form of imaging client since browsers were typically capable of at least displaying images).

In regard to dependent Claim 11, LeMole fails to disclose:

- *printing the composition.*

However, Timmer discloses *printing the composition* (Pg. 1, Paragraph [0012] → the [personalized] book may be saved and downloaded on a user's own computer, or, particularly if the amount of information becomes so great that it overwhelms an individual's storage capacity, may be saved to some other storage device, such as the host's server and storage facility. In addition, print options currently available for online publishing, are suitable if hard copies are preferred.

It would have been obvious to one of ordinary skill in the art at the time of invention to combine the disclosures of LeMole and Timmer since both inventions

are related to the problem of creating/generating agglomerated content from a number of sources based on user provided inputs. Adding the disclosure of Timmer provides a means for printing out LeMole's agglomerated content onto a number of pages to create a hard copy of a personalized book.

In regard to dependent Claim 12, LeMole fails to disclose:

- *sending the composition by email to a designated web site.*

However, it would have been obvious to one of ordinary skill in the art at the time of invention for a user of such an advertising aggregator to have instructed the site to periodically email advertisements to an address since such a feature and a request was typically possible of such advertising web sites at the time of invention providing the user the benefit of avoiding direct access to the advertising web site each time, for example, new content was available.

In regard to Independent Claim 14, Claim 14 merely recites a computer program for performing the method of Claim 1. Thus, the combination of LeMole and Timmer discloses every limitation of Claim 14, as indicated in the above rejection for Claim 1.

In regard to Independent Claim 15, Claim 15 merely recites a system for executing the method of Claim 1. Thus, the combination of LeMole and Timmer discloses every limitation of Claim 15, as indicated in the above rejection for Claim 1.

Response to Arguments

7. Applicant argues that the prior art of Timmer fails to disclose the limitation of, "creating a custom composition that includes each obtained reference to a graphic and information for positioning each referenced graphic on a sequence of pages generated by processing the composition" as recited in claims 1, 14 and 15.

Applicant summarizes Timmer as teaching the creation a book with content positioned based on user instructions and that Timmer mentions nothing of creating a composition that can be processed to create a book let alone a composition that includes information for positioning user specified content on a sequence of pages that are generated by processing the composition (Examiner added emphasis).

The Examiner respectfully disagrees.

As previously described in the rejection of claims 1, 14, and 15, Timmer describes a system that allows a user to create a personalized book. The system, based on a user's personal input, provides a number of "structures" which appear to be collections of one or more theme-based templates used to contain and layout (i.e. format) (see Pg. 2, Para [0022]) user and system-provided content that will comprise the personalized book when processed (i.e. *parsed*) and displayed, for example, with a web browser. Here, the "book" appears to describe a personal blog, portal, or web page.

Timmer then, describes a personalized book (i.e., *custom composition* file) containing content and formatting/layout for that content, that when loaded (and processed/parsed) into a web browser, displays the content. It is further noted that the

content is described in Para [0023] of Pg. 2, and includes graphics, and can be incorporated directly or can be referenced to (i.e., via links or hyperlinks).

Conclusion

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES H. BLACKWELL whose telephone number is (571)272-4089. The examiner can normally be reached on 8-4:30 M-F.

10. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on 571-272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2176

11. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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03/03/2008

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